



WFLA
200 S. Parker Street
Tampa, FL 33606
(813) 221-5771

CONTRACT

<u>Contract / Revision</u> 951781 /		<u>Alt Order #</u>
<u>Product</u>		
<u>Contract Dates</u> 10/10/16 - 10/16/16		<u>Estimate #</u> 2564
<u>Advertiser</u> POL/Patrick Murphy for Senate (D)		<u>Original Date / Revision</u> 10/07/16 / 10/07/16
<u>Billing Cycle</u> EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WFLA	<u>Account Executive</u> WFLA National House	<u>Sales Office</u> National House
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>Agency Ref</u>	<u>Advertiser Ref</u>	<u>Product 1/2</u>

And:

Screen Strategies Media
11150 Fairfax Boulevard
Suite 505
Fairfax, VA 22030
USA

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WFLA	10/10/16	10/16/16	Today Show	657-9a		:30				NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	-1--1--				2	\$1,400.00				
N 2	WFLA	10/10/16	10/16/16	Local Sa 7a News	7-8a		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	-----1-				1	\$550.00				
N 3	WFLA	10/10/16	10/16/16	M-F 2-3p	2-3p		:30				NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	--1----				1	\$90.00				
N 4	WFLA	10/10/16	10/16/16	M-F 3-4p	3-4p		:30				NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	1-----				1	\$675.00				
N 5	WFLA	10/10/16	10/16/16	M-F 5-530p	5-530p		:30				NM	1	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	---1---				1	\$1,450.00				
N 6	WFLA	10/10/16	10/16/16	Tue 8p The Voice	8-9p		:30				NM	1	\$16,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	-1-----				1	\$16,500.00				
N 7	WFLA	10/10/16	10/16/16	Wed 9p L&O SVU	9-10p		:30				NM	1	\$11,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	--1----				1	\$11,000.00				
N 8	WFLA	10/10/16	10/16/16	Fri 9-11p Dateline	9-11p		:30				NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	----1--				1	\$4,000.00				
N 9	WFLA	10/10/16	10/16/16	Late News M-Su	11-1135p		:30				NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	11111--				5	\$700.00				
N 10	WFLA	10/10/16	10/16/16	Late News M-Su	11-1135p		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	-----1-				1	\$700.00				
N 11	WFLA	10/10/16	10/16/16	Late News Late Run	Various		:30				NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

LIN Television Corporation does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Any advertiser certifies that it is not buying broadcasting air time on LIN Television Corporation stations for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



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Week:		10/10/16	10/16/16	-----1				1	\$1,500.00				
N 12	WFLA	10/10/16	10/16/16	Tonight Show	Tonight Show		:30				NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	1--11--				3	\$1,000.00				
Totals								0.00				19	\$45,765.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/10/16 - 10/16/16	19	\$45,765.00	(\$6,864.75)	\$38,900.25
Totals	19	\$45,765.00	(\$6,864.75)	\$38,900.25

Signature: _____ **Date:** _____

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